

U.S. Dept. Agriculture  
Extension Service  
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THE SOUTH OBSERVES  
NATIONAL HOME DEMONSTRATION WEEK

Reserve

By Mena Hogan  
Field Agent

The third National Home Demonstration Week will be long remembered in the South. There are many reasons. More than any year, recognition for work "well done" was centered around the homemakers themselves. It was to them that editorials were directed, commending them for their outstanding leadership in the home demonstration program. "Yours is strictly the American pattern by which the Extension Service has come into being and grown," a South Carolina editor applauded. It was about them and their families that feature articles were written, that radio talks were given, that sermons were preached. Their many activities during National Home Demonstration Week gave concrete proof of the progress they have made in applying science to their homemaking problems.

At the same time, high tribute was also given to the relatively few professionally trained women who help to guide the home demonstration program--the county home demonstration agents and the State extension staff members. It was another South Carolina editor who, in an editorial entitled, "South Carolina Leads the Way," praised not only those whose vision made the home demonstration program possible but those who now labor in the cause and have kept it alive. And extension workers were grateful for this recognition.

The Week was one of celebration. But it was also one of consecration in which  $3\frac{1}{2}$  million women who take part in the home demonstration program dedicated themselves anew to the further attainment of the ideals for which they strive.

Well-Illustrated News and Feature Stories  
Indicate Our Gain in Informing the Public.

News about home demonstration achievements occupied prominent news space in 3,238 articles. This was approximately one-half of the Nation's total. Some counties put out special editions dedicated to home demonstration work. Literally hundreds of Southern county weeklies had special full pages devoted to the activities and achievements of local home demonstration leaders and club members.

Many pictures were used to illustrate these pages. All were typical of the best in home and community improvement.

Newspapers especially noted were: The Ochiltree County Herald, a special edition dedicated to the Texas Home Demonstration Association; the Spearman Reporter with its 20 snapshots illustrating a birdseye view in the life of the



home demonstration agent at work in Hansford County, Texas; the Kingsport Times of Sullivant County, Tennessee, with its full page given over to home demonstration work . . . six large photographs illustrating the work of leaders in the program and their achievements; the Morning Herald of Durham, North Carolina, with its special page dedicated to Durham County rural women and leaders; the Abbeville Herald and its magazine, "This Month in Rural Alabama," dedicated to the Alabama home demonstration club women; The Itawamba County Times with its major space given over to home demonstration leadership in Mississippi; Dade County, Florida, Miami Daily News, with its excellent staff photographs of the exhibits for achievement day during National Home Demonstration Week; and many others.

Well-written editorials commending home demonstration work for the part it has played in the betterment of home and community living appeared in many county and State papers throughout the States. Particularly to be mentioned were the 50 or more such editorials in the North Carolina county papers.

Radio Coverage Exceeds That of Previous Years.

More local home demonstration club members took part on radio programs than during any previous observance of National Home Demonstration Week. Three hundred and eighty-one club members appeared on broadcasts. Then there were 386 home demonstration agents and State staff members who were on the air to tell of home demonstration work. One hundred and eighty-five others including county agents, civic leaders, and farm men also told of the values to be gained through home demonstration work.

A Kentucky agent comments, "Many calls have been coming into the office for information, bulletins, etc. In each instance, the caller was prompted by having heard the radio talks given by the women."

Twenty Arkansas radio stations presented 55 radio programs based on home demonstration work. Newscasts, skits, histories, interviews and talks were featured. In Texas, 58 home demonstration agents, 75 local women and 18 other home demonstration leaders took part in radio broadcasts. One Texas State broadcast was estimated to have a potential group of a half million listeners.

A Kentucky agent felt that more publicity might have been given to the broadcasts by the homemakers. A Tennessee agent expressed the need for getting to know about such broadcasts at earlier dates.

Ninety-two listening groups heard Puerto Rico broadcasts during National Home Demonstration Week.

Many County Home Demonstration Agents Emphasized the Prestige Value of Home Demonstration Week to Their Work.

Texas --

"Inspired a pride and deeper appreciation among club members."

"Women were made conscious that they were part of a national movement."

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## Mississippi --

"Made women aware of the importance of belonging to an organization, functioning for their training in bringing about more modern, comfortable and progressive farm life."

"Gave very favorable publicity. Helped to bring about a feeling of pride in their organization in being home demonstration club members."

"Women of the county were made more conscious of their work as a part of a large organization."

## Kentucky --

"Women in Casey County this year for the first time seemed to be conscious of their membership in a national movement."

"Made homemakers proud of themselves, gave prestige to the organization."

Special Events Added to the Week's Observance

Four hundred and ninety-three special county-wide meetings were held with an attendance of 46,468 people. Thirty-seven hundred and fourteen community and neighborhood meetings were held with 82,462 taking part. In Virginia the Week's observance was highlighted by district meetings of the Virginia Federation of Home Demonstration Clubs.

The South accounted for 507 of the Nation's 608 tours to see improvements in home and community living. A total of 10,034 people went on these tours.

Then there were the special banquets, the teas, the achievement dinners and many other special happenings, all drawing an attendance of 32,717 people.

But statistics fall far short of telling your combined stories.

Farm Women Were Given the Chance to Appraise Their  
Home Demonstration Program.

It was a week the rural women who take part in the home demonstration program could and did look over their work. For the most part, they did this pridefully and called it good. But they also envisioned ways in which they could broaden their program in the future.

Occasionally they philosophized--"Home demonstration work has touched just about every part of my life."

"It has taught me and others the bigness of the vocation we have chosen--the job of homemaking."

"Home demonstration work has brought about a feeling of comradeship cooperation among farm women and their families."

Many such intangible values of home demonstration work were expressed by these rural women through press, radio, and by word of mouth.



They also told in more definite but no less real spirit of the many millions of homemaking practices they carry out at the suggestion of the home demonstration agent.

In such lists go a variety of accomplishments. Some note the landscaping of schools, hospital or other public grounds--and occasionally, even the laying of the ground work for the establishment of the hospital itself. There is mention of the equipment and management of school lunchrooms. There is comment on the homes made more beautiful, more sanitary, more satisfying as a result of home demonstration work. Food produced, food conserved, food used more wisely all occupy a big part of the things farm women in the South say you help them with.

It Was Also a Time When the Hard-Working  
Home Demonstration Agent Got A Hand.

Farm people as well as editors seemed to value Home Demonstration Week as a time well deserved recognition could come to their agent.

Editorially, the agent was commended "for her common sense approach to farm problems;" "for the influence for good" she'd had on youth; "for the improvements in home living she'd helped bring about."

The Rock Hill, South Carolina, Evening Herald in an editorial, "Hats Off to These Ladies," spoke of the debt of gratitude the York County women owed to its agents; then added, "Nor is the debt one of York County's women alone. The men folk and the children share it. So do town folks although few of the latter realize the truth."

One former Arkansas legislator and farmer, looking back over the years the home demonstration agent had been in his county, grew almost lyrical.

"Because she came here and stayed here, thousands of flowers now bloom where once weeds choked each other for existence. Well sodded and carefully kept lawns surround homes that once sat in small scraped and barren spaces. Dingy, mildewed cabins have given way to painted, attractive and comfortable cottages. Windows once bare and bleak are framed with shades and dainty curtains. Community pumps have been replaced by running water and the old dish pan has given away to the sink. Eggs and milk and butter are now common items of diets in homes where they once were rarities. Thousands of pantries now are filled where once they were empty or did not exist at all. Little children are healthier, mothers are happier, and communities are better places in which to live and rear families--All because this home demonstration agent came our way."

Home Demonstration Week Was a Family Affair.

More than during any other observance, men as well as women took part in Home Demonstration Week activities. County agricultural agents went on the air to tell of the importance of home demonstration work to the whole family, to laud the efforts of the rural leaders of this movement. Men specialists wrote articles telling of the achievements of home demonstration women in home dairying, in gardening, and in landscaping. District agricultural agents appeared on county and State-wide programs emphasizing the part homemakers play in bringing improvements to farming and home living. Four extension directors issued special statements regarding the Week.



Director Sanders of Louisiana reviewed with pride the progress made in rural homemaking during the past 35 years. But he also faced frankly the job yet to be done. He lists, "Still too much drudgery in and around rural homes . . . Rural electrification still not being fully utilized . . . Homes not adequately planned when they are built . . . Too many women walk 50 to 75 miles a year doing family laundry, lifting and handling literally tons of wet clothes a year."

His challenge -- "Let's look forward to reaching 100,000 Louisiana farm homes with the information that will enable them to make the improvements which 30,000 have experienced."

"World Housekeeping" was the title of a talk available to all Louisiana county agricultural agents to use during National Home Demonstration Week at home demonstration meetings.

Extension editors gave the Week a glad hand. They saw in this observation another good chance to keep the public informed about the whole extension program.

Pitt County, North Carolina, featured a county-wide dinner for home demonstration club members and their husbands.

Verna Stanton, speaking on the radio, declared, "Don't let anybody tell you that National Home Demonstration Week doesn't concern the men . . . for it does . . . good homes are for everybody who lives in them . . . not just good food on the table but safety, health, convenience and pleasant recreation."

Unique and Interesting Ways Home Demonstration Work  
Was Called to Public's Attention During National Home Demonstration Week

"Grandma Shakes the Family Tree" was the title of a skit put on by home demonstration clubs in Oklahoma during the week. It pointed out important facts on nutrition.

The oldest and youngest club members were featured in Johnston County, North Carolina; in Howard County, Arkansas; and Johnson County, Texas.

Home demonstration histories were written or brought up to date in many counties, including Cartaret and Washington Counties, North Carolina, and Gadsden County, Florida.

The chairman of the Board of Trustees of Louisiana State University prepared a statement to be used during National Home Demonstration Week.

North Carolina collected statements from prominent farm women throughout North Carolina on what they valued most in home demonstration work.

A story writing contest in Mississippi was called, "My Home Demonstration Project."

Pulaski County, Arkansas, rural home demonstration club leaders gave demonstrations to their urban sisters in Little Rock during National Home Demonstration Week on making slip covers, proper working heights and preparation of foods for freezer lockers.



Louisiana's publication, "Ask Your Home Agent," came out during National Home Demonstration Week. Similar leaflets have also been printed in Texas and Mississippi.

Family get togethers were encouraged in all home demonstration clubs in Giles County, Tennessee.

The cover for the program of the Clark County, Arkansas, spring council meetings featured a mother with two children kneeling at her feet. It had the theme, "Tomorrow's World Is Fashioned at the Knees of Today's Mothers."

Eastland County, Texas, clubs celebrated in various ways. One club held a "Come as You Are Breakfast." Another held its first family night's program. Another held a hobby show with all clubs of the county as guests.

Chain stores were hosts at National Home Demonstration Week dinners in Alabama, Mississippi, and other States.

Chinese students at Winthrop College, South Carolina, along with the assistant State home demonstration agent, took part in a radio broadcast from Rock Hill.

A hat show with hats fashioned out of everything but the kitchen knife added entertainment to the home demonstration meeting in Calcasieu Parish, Louisiana.

Palo Pinto County, Texas, celebrated Home Demonstration Week by an educational tour to the Botanical Gardens and a Quiz Show at Leonards at Fort Worth. Eighty-three persons went on the tour.

"Today's Home ~~Makes~~ Oklahoma's Future" was a variation of the theme used in publicity during National Home Demonstration Week in Oklahoma.

Negro Home Demonstration Clubs  
Equally Active During National Home Demonstration Week

Values as resulting from observation of National Home Demonstration Week by Negro home demonstration club members were outlined by Negro district agents as follows:

- Increased membership and new club organizations formed.
- Work on home and community problems highlighted.
- A means for evaluating our work.
- A way to interest and reach more adults.
- A broader knowledge of home demonstration work given to the public.

In Virginia, seven counties held county-wide meetings with an attendance of 1,203 people. Five tours were held and 38 community meetings conducted. Nine news articles were centered around Negro home demonstration work and its accomplishments in Virginia.

The Virginia Journal and Guide, a Negro publication, editorialized over the fine work done by Negro extension agents. He said in part, "The current observance of National Home Demonstration Week is an appropriate time to pay



"deserved tribute to a body of women whose many contributions to a better life are too often overlooked and unsung. They are the home demonstration agents. To thousands of rural families and especially rural housewives, they have brought intelligent and consecrated guidance. One of these, Blanche D. Harrison, ably relates in a special article on our news page the background of these agents and the aspirations they have for the tomorrows. In Virginia there are 27 of them working in 26 of the State's 100 counties. The only fault we can find is that there is not one in each county. . . . "

After outlining some of the accomplishments, the editor concludes, "Perhaps it would be well to apply Winston Churchill's tribute to R.A.F. fliers to these rural pioneers, 'Never have so many owed so much to so few.'"

A news release prepared by Sherman Briscoe, U.S. Department of Agriculture Information Specialist, as part of the National Home Demonstration Week observance is quoted:

"Approximately 250,000 rural colored women will take part in the observance of National Home Demonstration Week, May 2-8, by reviewing their past achievements and making plans for future home improvements, says M. L. Wilson, director of Extension Service.

"Highlights of this year's observance will be a series of home tours, group discussions, luncheons, and radio broadcasts in which 3,500,000 rural women will participate. Of this total, 250,000 will be rural colored women in the 17 Southern States. Their program will be focused on the achievements of home demonstration work.

"Reports received by the U.S. Department of Agriculture from State Extension Services show that rural colored women carried out extensive home improvement practices last year under the leadership of home demonstration agents and volunteer neighborhood and community leaders. Organized in 6,000 home demonstration clubs, they canned 30 million quarts of fruits, vegetables, and meats, and stored an additional 20 million pounds of foodstuffs.

"Other achievements of rural women under the guidance of home agents and volunteer leaders last year included improving the diets of their families, refurnishing some of the rooms in their homes, and making over garments. Reports show that home agents assisted 156,000 rural colored families in improving their diets, 30,000 in constructing or repairing their homes, 6,000 in obtaining electricity, 191,000 in improving their food preservation methods, 73,000 in making neater garments, and 46,000 in planning and carrying out recreation activities.

"However, in line with this year's observance theme, 'Today's Home Builds Tomorrow's World,' home agents increasingly are extending their work program beyond the mere physical house and its furnishings to the people themselves who live in the homes. For example, last year they assisted 30,000 rural colored families with child-development and guidance problems, and 36,000 with family relations problems.



"T. M. Campbell, field agent who has been in extension work for 42 years, says that a good home demonstration agent must not only be a capable home economist, but she must also be a psychologist and a social worker.

"While home agents usually carry out their programs through home demonstration clubs with which they meet monthly, some of their most important work is achieved through individual home visits. Last year, the 389 colored home agents and supervisors on the State extension staffs made 135,000 home visits to assist rural women with homemaking and family relations problems. Additional home visits were made by the 30,000 volunteer neighborhood and community leaders.

"A summary of last year's activities shows that over 200,000 different rural colored women improved their homes as a result of the program."

State Home Demonstration Agents Comment on  
Values Which Came From This Week.

Virginia --

"The publicity and recognition given our home demonstration program inspired better club work, more interest in club activities, and increased leadership. We took the Week as occasion to conduct membership drives, emphasizing increasing number of young homemakers in clubs."

Tennessee --

"Home Demonstration Week has helped to bring home the benefits of home demonstration work in Tennessee to the general public, particularly in towns and cities. It has promoted cooperative relationships between farm people and civic clubs, bankers, and commercial establishments. It has also served as a means for the home demonstration agent to take stock of progress made. Our farm women have been reminded of the improvements made as a result of home demonstration work."

Texas --

"Home demonstration club members in Texas have been helped to be aware of the wide reach of home demonstration work in county, State and nation. Particularly, Home Demonstration Week has given the public an idea of the scope and influence of home demonstration work. It stimulated community interest and brought better cooperation from our rural churches. A clearer understanding of the purposes of home demonstration work has been promoted. New clubs were organized as a result of the interest stimulated by our observance. Business people saw the need for more personnel in some counties as a result of the publicity given home demonstration work."



Mississippi --

"Home Demonstration Week helped bring a realization in Mississippi that home demonstration work is a national program. It has also given home demonstration club membership increased appreciation for their work and of the organization to which they belong. The effect on extension people, including home demonstration personnel, has been wholesome. Having nation-wide as well as local recognition has made us all increasingly aware of the importance of our jobs and the possibility for growth and development that will result if we get a broader vision of leadership--both professional and voluntary. Home demonstration members have said, 'It is easier to get our membership to accept offices, committee duties, and other responsibilities since so much has been published in the papers and heard over the radio about home demonstration work. This publicity has made us realize that other people and other organizations appreciate the value of what we are trying to do. It has also aroused more interest among our own members so that they are more willing to accept responsibility.'"

Puerto Rico --

"Our observance provided a means for increasing enrollment in home demonstration clubs and has brought cooperation from many insular agencies and organizations."

Oklahoma --

"Recognition that has come to our rural women through Home Demonstration Week observance has inspired them to do more and better work. It has also helped rural women to realize more fully the importance and dignity of their work as rural homemakers. Home demonstration club membership has increased."

North Carolina --

"More people have been made conscious of work done by North Carolina home demonstration clubs. Home Demonstration Week also helped inform people through press and radio of the achievements of home demonstration club women and of the real service the program is giving rural people. It offered home demonstration club women an opportunity to tell of their work; they were made more conscious of their needs; they were given inspiration and a better understanding of the scope of their organization."

Arkansas --

"The Executive Committees of 59 county home demonstration councils helped with plans for observance. Home demonstration publicity occupied 3,092½ column inches of space in newspapers of the State in the one week. Two hundred and thirty-two sermons at community churches had home demonstration work as a theme."

Louisiana --

"Our observance gave club members a chance to show what they were doing and to get a recognition for what they have accomplished. It also provided an opportunity to get new members in home demonstration clubs and to re-install old ones. Our members have taken pride in being part of a national organization."



Georgia --

"Our actual results in increased numbers, understanding, and good will are far beyond the figures reported. First stories on National Home Demonstration Week made front pages in an unusual number of instances."

Florida --

"National Home Demonstration Week gave people information about home demonstration work, made members feel important, increased prestige and interest in home demonstration work. It also gave recognition to members who had done a good job. Many key people became increasingly aware of home demonstration work."

South Carolina --

"The historical associations recalled gave a basis for evaluating our programs in improving home and community living over the past 30 years. Editorials commending home demonstration work was one of our outstanding features."

Alabama --

"It focused the attention of the general public on scope of home demonstration program, showing them the value and place it has in the lives of rural Alabama people. Observance of the Week has familiarized home demonstration women with the over-all home demonstration program and has stimulated them through pride in past accomplishments, new ideas and renewed interest and effort to greater accomplishments."

Kentucky --

Home demonstration agents commented --

"Homenakers in Casey County this year for the first time seemed to be conscious of their membership in a national movement. Many questions were asked regarding home demonstration work by non-members. Expressions such as, 'I didn't know you did that type of work,' were heard often."

"Publicity during National Home Demonstration Week has brought to the attention of the public the values resulting from the whole extension program and ties it in with State and nation-wide programs."

"Helps a new county like Harrison to get a broader perspective of the program."

"It gives special opportunities for recognizing things that have been done and the persons doing them."

"Women work hard to accomplish more when they receive recognition."



Suggestions for Other Years

Florida --

"Have history of work in each county in newspapers during National Home Demonstration Week. Do not observe week every year."

Louisiana --

"You will notice in our suggestions the repetitions of Louisiana's desire to have National Home Demonstration Week but not so often as annually. In spite of this desire, we feel there has been improvement every year. It could be we are mistaken in the wisdom of that request, but we hope not."

Mississippi --

"It has been our thinking in this State that perhaps Home Demonstration Week should be held every two or three years rather than every year. This may or may not be a good plan."

North Carolina --

"Celebrate every three years rather than yearly; then make it a big one."

Oklahoma --

"We do not feel that it is desirable to continue National Home Demonstration Week year after year. Like many other special observance weeks, it would soon lose its importance to the general public and could easily become just another week."

Virginia --

"It seems wiser to me to plan for this observance at intervals rather than each year."

Texas --

"On the whole, we are well satisfied with the Week's observance. The one thing that would be most helpful about improving the observance would be to know the dates set for the observance in the fall."







# REPORT OF 1948 HOME DEMONSTRATION WEEK

## 1. State-wide Events

### Southern States

State	Gov.Prcc. or Spec. Statement in Papers	No. News Stories in State Mag. or Papers	No. Feature Stories in State Mag. or Papers	State-wide Radio Programs				Special Events *				No. Exhi-bits	Leaflet Prepared	Posters Prepared
				Total	Participating			State Mtgs.of H.D.Org.	Other No. Atten.	No. Atten.	No. Atten.			
					State Staff	Rural Women	Others							
Ala.	Yes-Gov., H.D.Ldr.	6	21	1	1	0	0	2	2,100	0	0	0	0	0
Ark.		6**		10**	6**	2**	2**							
Fla.	Yes-Dir.	2	0	1	1	0	0	0	0	0	0	0	0	0
Ga.	Yes-H.D. Ldr.	20	2	9	6	1	2	0	0	1	15	0	0	yes
Ky.	Yes-H.D. Ldr.	125**	3	1	1	0	0	0	0	0	0	0	0	0
La.	Yes-Dir. H.D.Ldr.	43	34	8	5	2	1	0	0	0	0	0	yes	0
Miss.	Yes-H.D. Ldr.	0	0	0	0	0	0	0	0	0	0	0	yes	yes
N.C.	No	9	4	3	2	0	1	6**3,000**	0	0	0	0	0	0
Okla.	Yes-Dir. H.D.Ldr.	5	2	4	2**	1**	1**	0	0	0	0	0	0	0
P.R.		6**												
S.C.	No	2	0	4	1	1	2	1**	500**	0	0	0	0	0
Tenn.	Yes-Dir. H.D.Ldr.	6		3	3	0	0	0	0	0	0	0	0	0
Tex.	No	31	0	1	0	1	0	0	0	0	0	0	yes	0
Va.	Yes-	4	1	2	1	1	0	8	3,346	0	0	0	0	0
TOTAL	1 - Gov. 4 - Dir.	259	67	47	29	9	9	17	8,946	1	15	3	0	2

8 - H.D.Ldrs.

\*\* No Achievement Mtgs., Teas or Dinners reported.  
\*\*\* Estimated



# REPORT OF 1948 NATIONAL HOME DEMONSTRATION WEEK

## 2. County Events

### Southern States

State	No. News & Feature Stories in Co. Papers	No. Radio Programs by					No. Exhi-bits	Co-Wide Meetings		Community Meetings		Tours		Other	
		Local			Total Agents	No.		Atten.	No.	Atten.	No.	Atten.	No.	Atten.	
		Women	Others	No.											
Ala.	227	35	15	7	13	63	22	1,688	474	15,947	35	240	171	2,312	
Ark.	432	87*	42*	35*	10*	328	67	5,669	484	14,053	103	1,167	229	4,580*	
Fla.	153	45	10	13	22	69	39	2,600	25	1,975	4	86	21	1,220	
Ga.	100	52	27	25	0	33	26	1,923	101	2,534	4	97	0	0	
Ky.	375	63	23	28	12	105	22	2,623	276	5,436	7	360	18	320	
La.	239	59	26	23	10	82	25	2,099	232	6,833	7	348	105	8,117	
Miss.	214	33	12	18	3	935	78	7,800*	452	4,520*	76	1,140*	180	1,800*	
N.C.	365	162	27	76	59	191	34	5,254	277	10,982	54	1,493	87	5,417	
Okla.	248	80	39	26	15	231	42	4,158	200	5,390	8	231	15	770	
P.R.	11	20	20	0	0	43	15	137	102	1,260	28	352	92	852	
S.C.	63	27	13	14	0	29	2	225*	250*	2,500*	77	1,155*	87	5,676	
Tenn.	243	55	29	21	5	197	27	2,419	351	4,572	24	1,433	0	0	
Tex.	401	151	58	75	18	239	85	8,500*	394	3,940*	69	1,034*	74	740*	
Va.	117	36	16	11	9	43	9	1,373	100	2,520	11	958	37	1,013	
TOTAL	3,238	905	357	372	176	2,588	493	46,468	3,714	82,462	507	10,034	1,116	32,817	

\* Estimated.